







The EU General Data Protection Regulation (GDPR)

What the new **EU GDPR** means in 1minute:

The **EU GDPR** will increase privacy for individuals and give regulatory authorities greater powers to take action against businesses that breach the new laws.

 <p>Fines of up to 4% of annual global revenue or 20 million Euros, whichever is greater</p>	<p>An organisation must be able to evidence that the right standard of consent has been given by the individual:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Positive (no pre-ticked boxes)  Specific (for the purposes for which it will be used, including naming any third parties with whom information may be shared)  Documented (who consented, when, what they were told at the time, how they consented and whether they have withdrawn that consent)  Freely Given (for marketing consent and a genuine option for the individual)
<p>Certain personal data breaches must be reported to the supervisory authority within 72 hours of first having become aware of it</p> 	
<p>The definition of personal information is now broader and includes identifiers such as:</p> <ul style="list-style-type: none"> • Genetic • Mental • Cultural • Economic • Social identity 	<p>The regulation applies to any organisation that processes personal information of individuals within, and governs the transfer of information outside, the EU</p> 
<p>Individuals have enhanced rights of access, rectification, portability and erasure</p>	<p>You have to comply with the EU GDPR by May 2018</p>